

BAED

Business Administration
and Economics
Department



UNIVERSITY
of York

Europe Campus

CITY College

Guest Lecture

Researching the Environmental and Social Pillars of Sustainability



27th of April

16:30-18:00

Auditorium

(5th floor, L. Sofou Bldg.)

Guest lecturer:

Professor Victoria Wells

Professor of Sustainable Management, School for Business and Society,
University of York

The event is in the context of the "Strategic Brand Management" module for the MA Marketing, Advertising, & PR MSc Neuromarketing students & of the "Relationship Marketing & CRM" module for the MARENG3a students.